


ASPIRA, Inc. of New Jersey

Publicity Committee

MEMORANDUM

DATE: February 24, 1998

TO: ASPIRA, Inc. of New Jersey Board Members

FROM: Yessenia Correa, Publicity Committee Chair 

SUBJ: Publicity Meeting with Executive Director Bill Colon

On Tuesday, February 3, 1998, I met with Bill Colon in Mayor Schundler's Conference Room, located on the 2nd floor of City Hall, 280 Grove Street, in Jersey City, NJ. The following notes provide an overview of our conversation, a list of events which will require some publicity, and topics that could potentially serve as articles in various publications.

- 1) Special Events & Marketing Staffer
A Special Events & Marketing staffer will soon join the ASPIRA, Inc. of New Jersey offices in Newark, NJ. This person will probably serve as a liaison to the Publicity Committee since events and publicity serve one another.
- 2) Luncheon
For March 12th's luncheon, I will prepare both a media advisory and a detailed press release. I suggest that both be sent out to the media, and follow up calls be made. We should target both the English & Spanish language media in these efforts.
- 3) New Jersey City Center
The Jersey City Center (353 2nd Street) will have its grand-opening celebration on Tuesday, March 24th at 1:00 p.m. Mayor Bret Schundler will cut the ribbon. Other local legislators as well as those who have helped to fund the site are to be invited. They should be "encouraged" to do a congratulatory memo, proclamation or citation in honor of the Center's grand-opening.

I need details about the site in order to compile effective publicity (e.g. dimensions, # of students to be served, # staffers, programs to be run, scheduled hours, etc.). I also need to have the details of the actual event (Program? Specific invitees?).

- 4) Youth Conference
On May '98, ASPIRA will have its Annual Youth Conference. It will be one day of student recognition. As the time draws near, I'll need details.

5) Education Expo, October of '98

Dr. Carlos Hernandez & Bill Colon are working to put together an Education Expo at Jersey City State College. Booths are to be sold to vendors. ASPIRANTES & Parents are to be the target audience (est. 2,000 people). The event will be open to the public. The media will love this event if we organize it effectively enough.

6) Banquet

The 30th Anniversary Banquet is scheduled to take place in November '98. Colon suggests that tickets only cover costs so that it can be black tie but affordable for ASPIRANTES, parents, etc. The event will have a souvenir journal, orchestra, dancing, food and FUN.

7) Youth Newspaper

Colon is setting up a youth newspaper. Slated to be a tabloid-size, twelve page, bilingual monthly, the newspaper will be written for and by ASPIRANTES. Colon will pitch the idea to Newhouse to see if the company is willing to cover printing costs and provide year-round workshops for the newspaper contributors. The editor of *Empresa* is working on this project part-time.

8) Article Ideas

After the luncheon and Jersey City Center opening, I want to pitch ASPIRA story ideas to a variety of educational publications as well as the education editors of local organizations. I see no reason for us not to have at least two or three story ideas to pitch per month. Any ideas or general input you have would be most appreciated.